

Case Study

Wireless Waterfront (Hobart, Tasmania) Public Wi-Fi Hotspot Network & Tourism Content Portal

Challenged with the task of creating a network of public wireless hotspots around Hobart's historic Salamanca Place waterfront tourist precinct Tasmanian wireless data and communications solutions company Tasmanet turned to the powerful hotspot management features of Geelong-based Duxtel's DuxCommander software solution.

The vibrant Salamanca Place precinct is an essential destination on the itinerary of every visitor to Australia's most southerly capital.

Overlooking the picturesque Sullivans Cove the precinct combines abundant fine dining and entertainment options with significant cultural attractions – most notably the renowned weekly Salamanca market featuring quality art and craft from artisans across the State.

Recognising the opportunity to position the city at the forefront of technological innovation through the wireless delivery of tailored tourism information and Internet access within the precinct the State Government turned to the Tasmanian Electronic Commerce Centre (TECC) to manage the public hotspot initiative.

TECC engaged Tasmanian-owned data and communications solutions company Tasmanet to roll-out the 'Wireless Waterfront' project. Tasmanet has long relied on Duxtel's DuxCommander software for the management and billing of a rapidly growing residential wireless broadband customer base clamouring for reliable high-speed Internet access in a State poorly served by ADSL and cable services.

The integrated hotspot management features of DuxCommander enabled Tasmanet to undertake the Hobart Waterfront project confident in the knowledge that the deployment and ongoing management could be undertaken within the familiar and powerful DuxCommander framework.

DuxCommander provides:

- central administration of multiple hotspot clusters
- an integrated payment gateway for online access sales
- a managed solution with included support
- advanced customer usage logging and access reporting including visitor tracking

Waterfront visitors access the tourism information portal via a wireless cloud generated by around a dozen wireless access points seamlessly integrated to create a contiguous wireless footprint that encompassing Princes Wharf No.1 shed, Salamanca Square, Parliament gardens and Salamanca Place itself.

Users enjoy limited free Internet access and can purchase full access with a credit card. The location-based advertising functionality of DuxCommander enables additional revenue generation by allowing local businesses to advertise the availability of their services to users logged into nearby hotspots.

For the Tasmanian Electronic Commerce Centre the solution exceeded the original project deliverables by providing the opportunity for visitor tracking, usage reporting and the capacity to deliver portable/roaming access throughout Tasmania.

For visitors the system enhances their experience of the waterfront via the customised delivery of timely information about the rich variety of educational, tourism, entertainment, dining and cultural events that occur amongst the historic sandstone warehouses and plane trees of Salamanca Place.



Project Partners



Tasmanian Data and Communications solutions provider, Tasmanet, leverages the integrated hotspot management features of DuxCommander to roll-out a wireless Internet access and tailored tourism information portal on the behalf of the State Government of Tasmania.